



Milton Economic Development Committee
Meeting Minutes – 10-30-2014
WBOC Conference Room - 5:30 PM
1 The Square, Milton

1. The meeting came to order at about 5:36 PM. Bob Howard chaired the meeting.
2. The following people were in attendance:
Committee Members:
 - Bob Blayney
 - Mike Clark
 - Jim Crellin
 - Alex Donnan
 - Bob Howard
3. The agenda was agreed to as published.
4. The minutes of the 9/4/14 meeting were approved.
5. Announcements -
 - The Century Club asked Bob to distribute Holly House Tour postcards to the Committee, which he did.
 - Kristy Rogers sent out an email notification of a Freedom Of Information Act (FOIA) road show presented by the Delaware Attorney General's Office on December 8th at 6:30pm at the Milton Library. This is an opportunity for all Town Committee members to learn more about FOIA and the responsibilities related to it.
 - Diane Laird from the Delaware Economic Development Office provided Bob Howard with information about Small Business Saturday sponsored by AMEX. He passed it on to Lisa Falzerano (who owns the Mercantile) as this program must be non-government affiliated. Due to the restrictions (no alcohol sales) and limited number of businesses, Lisa determined that this is not the right fit for Milton this year but may be something to consider next year.
6. Old Business:
 - 6.1 Review of Action Items from 9/4 meeting – Action items were either completed or are discussed further under old business agenda items.
 - 6.2 Letter to Council Addressing Governor's Walk Maintenance –Michela Coffaro composed a letter to Council which was reviewed by the Committee. Bob said that the Mayor knows about the issue (cleanliness and maintenance) and is working with Irish Eyes for resolution.

The Committee reviewed the letter and made recommendations to modify it. In addition, the Mayor would like signage to be put at the entrance of the Walk on Union Street.

6.3 Signage Project Status – As part of the discussion on the Governor’s Walk, Alex Donnan reported that he has requested from DELDOT additional roadway signs for Route 1 and Cave Neck Road/Front Street.

Alex is reaching out to the Milton Art League for information about an existing design for an archway sign over the Walk on Union Street.

Alex is working with Heritage Creek and Rogers Signs to get the additional Welcome to Milton sign installed at Heritage Creek which may be completed during the week of 11/2.

6.4 Mural Project – Since Steve Crawford could not be present at the meeting, Bob Howard reported that based on comments from the Committee and others, Steve has talked to Tom Jones and is waiting for Tom’s input to the design. In addition, since the Town did not approve the requested \$1,000 for the project, Steve is moving to make this project a non-EDC project. As the Town will not be helping to fund the project, there is no need to link the project to the EDC. Steve will work with his group of interested citizens and businesses to get the project funded and completed.

6.5 Holiday Event Status – Bob reported that there is a small group of folks who are working to coordinate the planning and execution of the multiple events to be held in town from November 29th to December 13th. The Committee voted funding approval to support two ½ page Cape Gazette ads for these Milton holiday activities. Steve is working with Linda Newton on ad creation.

6.6 Town Meeting Cancellations and Impacts to Applicants – Bob reported that John Collier, who is the new Town of Milton Project Coordinator, is going to seek the scheduling of two monthly meetings for those Committees that interface with town citizens and businesses. If implemented, could avoid long delays in obtaining Town approvals/denials for applications brought to the Committees.

6.7 Business Recruitment for the Town Center – Mike Clark provided the Committee with status email from Lisa Sumstine (Milton Chamber of Commerce Executive Director) on the success of the POP-UP Program in Milton. As a result of this program, all storefronts but one are now occupied with businesses either open or planning to open.

6.8 EDC Mentoring for New Businesses – Bob Howard suggested that when a new business is being readied for opening that a Committee member introduce him or herself and offer to help with any Town related issues; recognizing that some issues like lack of quorum for a scheduled meeting are out of the control of an EDC member.

6.9 Comprehensive Plan – Bob Howard reported that on November 1st there will be a public meeting which may be the last before a draft of the plan is scheduled for issue on November 9th. In addition, the Town has a survey that is both on-line and sent in the last water bill for citizens to provide input for the plan.

6.10 EDC Budget for 2015 – Bob Howard reported that the Council approved a \$5,000 budget for the EDC for 2015. In addition, we renewed the advertisement for the Town of Milton in the 2015 Sussex County Profile magazine.

7. New Business Discussion

7.1 EDC Advertisement in House Tour Booklet – The Committee voted to purchase an ad in the House Tour Booklet that will identify other holiday activities in Milton. Bob Howard to supply the ad based on existing promotional information.

The next meeting is scheduled for **Thursday, November 20th at 5:30** in the WBOC Conference Room.

Adjournment – The meeting was adjourned at approximately 6:25PM

Respectfully submitted,

Steve Crawford

Attachment: Action Items from 10-30-14 Meeting

- **Bob Howard/Steve Crawford – December Event Planning; logistics and advertising**
- **Alex Donnan – Current activities and status of Signage Project**
- **Bob Howard – Revision of Governor’s Walkway Letter for Town Maintenance Support**